

REMARKS

This is a Response to the Office Action mailed April 19, 2007, in which a three (3) month Shortened Statutory Period for Response has been set, due to expire July 19, 2007. Claims 36 and 37 are currently amended. No new matter has been added to the application. No fee for additional claims is due by way of this Amendment. The Director is authorized to charge any additional fees due by way of this Amendment, or credit any overpayment, to our Deposit Account No. 19-1090. Upon entry of the amendments herewith, claims 18 and 31-56 remain pending.

1. Applicants' Request For After-Final Interview

On May 11, 2007, Applicants' undersigned attorney called the Examiner to request an After-Final Interview. A phone message was left for the Examiner requesting a return call to the Applicants' undersigned attorney to discuss scheduling an After-Final Interview.

On May 15, 2007, Applicants' undersigned attorney called the Examiner a second time to request an After-Final Interview. A second phone message was left for the Examiner requesting a return call to the Applicants' undersigned attorney to discuss scheduling the After-Final Interview.

On May 16, 2007, at approximately 6:00 a.m. PDT, the Examiner called and left the Applicants' undersigned attorney a phone message acknowledging the calls of May 11 and May 15, 2007. Applicants' undersigned attorney returned the phone call to the Examiner on May 16, 2007. During a telephone conversation with the Examiner, Applicants' undersigned attorney requested an After-Final Interview limited to discussing how the prior art was used to establish the basis of rejection so as to better appreciate the Examiner's interpretation of the art.

The Examiner was very reluctant to grant the requested After-Final Interview. The Examiner stated that Examination was closed on the merits since the pending Office Action has been made Final. However, the Examiner indicated that she would confer with her supervisor, and that she would call the Applicants' undersigned attorney with a decision to grant or deny the requested After-Final Interview. The Examiner did not call the Applicants' undersigned attorney to schedule or deny the requested After-Final Interview. Accordingly, Applicants have assumed that the requested After-Final Interview will not be granted.

2. Notice of Appeal and Request for Pre-Appeal Brief Review

Applicants have filed a Notice of Appeal herewith. Further, a Request for a Pre-Appeal Brief Review, and the requisite Statement in Support of the Request for a Pre-Appeal Brief Review, is concurrently filed with the Notice of Appeal.

3. Amendments to Claims 36 and 37

Claims 36 and 37 are amended herewith to place the claims in better form for appeal and ultimate publication. The amendments do not change the scope of claims 36 and 37 for at least the following reasons.

Claims 36 and 37 depend upon claim 35. Claim 35 recites the features of a “UCC company identifier” and a “UCC item identifier.” Claims 36 and 37 recite the features of “the company identifier” and “the item identifier.” Since antecedent basis clearly establishes that the phrase “the company identifier” in claims 36 and 37 refer to the “UCC company identifier” of claim 35, amending the phrase “the company identifier” to the phrase “the UCC company identifier” in claims 36 and 37 merely place the claims in better form for appeal and ultimate publication, and do not change the scope of claims 36 and 37. Similarly, since antecedent basis clearly establishes that the phrase “the item identifier” in claims 36 and 37 refer to the “UCC item identifier” of claim 35, amending the phrase “the item identifier” to the phrase “the UCC item identifier” in claims 36 and 37 merely place the claims in better form for appeal and ultimate publication, and do not change the scope of claims 36 and 37. Accordingly, Applicants respectfully request entry of the amendments to claims 35 and 36.

4. Rejections Under 35 U.S.C. § 102(b)

In the Office Action, at paragraph 4, claims 35-49 stand rejected under 35 U.S.C. § 102(e) as allegedly anticipated by *Cragun et al.* (U.S. Patent 5,804,803), hereinafter *Cragun*. For a proper rejection of a claim under 35 U.S.C. § 102, the cited reference must disclose all elements and/or features of the claim. See, e.g., *E.I. du Pont de Nemours & Co. v. Phillips Petroleum Co.*, 849 F.2d 1430, 7 U.S.P.Q.2d 1129 (Fed. Cir. 1988).

a. Independent Claim 35

Independent claim 35 is allowable for at least the reason that *Cragun* does not disclose, teach, or suggest “constructing a uniform resource locator (URL) from the received bar code information, wherein at least a portion of the URL comprises the UCC company identifier and the UCC item identifier constructed as at least a ‘www’ followed by at least the UCC company identifier and the UCC item identifier,” as recited in claim 35.

The Office Action at paragraph 5 alleges that “Cragun teaches ... receiving bar code information encoding a UCC company identifier and a Uniform Code Council (UCC) item identifier [see Cragun col. 3, lines 58-61, customer identifier ID]; and constructing a Uniform resource locator (URL) from the received bar code information, wherein at least a portion of the URL comprises the UCC company identifier and the UCC item identifier constructed as at least a ‘www’ followed by at least a company identifier (UPC 310 or yummy.corp.com) and an item identifier (CID) [see Cragun fig. 3, 34567-89012...http://peanut.food.com/??CID??&??SIP??, col. 7, lines 27-47].” The Office Action’s allegation that *Cragun* discloses the recited feature of “constructing a uniform resource locator (URL) from the received bar code information, wherein at least a portion of the URL comprises the UCC company identifier and the UCC item identifier constructed as at least a ‘www’ followed by at least the UCC company identifier and the UCC item identifier” is respectfully traversed for at least the following reasons.

Cragun Fails to Disclose a URL Comprising a UCC Company Identifier

As noted above, the Office Action alleges that “Cragun teaches ... constructing a Uniform resource locator (URL) from the received bar code information, wherein at least a portion of the URL comprises *the UCC company identifier* ... constructed as at least a ‘www’ followed by at least *a company identifier (UPC 310 or yummy.corp.com)*” (emphasis added).

However, the phrase “UPC 310” is not a UCC company identifier as alleged, and, therefore cannot be properly construed as the recited UCC company identifier. Furthermore, *Cragun* does not disclose, teach, or suggest that the phrase “UPC 310” is a UCC company identifier.

The phrase “yummy.corp.com” is not a UCC company identifier as alleged, and, therefore cannot be properly construed as the recited UCC company identifier. Furthermore, *Cragun* does not disclose, teach, or suggest that the phrase “yummy.corp.com” is a UCC company identifier.

Since *Cragun* does not disclose, teach, or suggest a UCC company identifier as alleged, claim 35 is not anticipated by *Cragun*. Accordingly, the rejection should be withdrawn for at least this reason alone.

Cragun Fails to Disclose a URL Comprising a UCC Item Identifier

As noted above, the Office Action alleges that “Cragun teaches ... constructing a Uniform resource locator (URL) from the received bar code information, wherein at least a portion of the URL comprises ... the *UCC item identifier* constructed as at least a ‘www’ followed by at least ... an *item identifier (CID)*” (emphasis added).

Cragun discloses that “customer database 134 contains information about customers, keyed on their customer identifier (CID) 210, as will be described later under the description for FIG. 2” (column 3, lines 17-20). Later, *Cragun* discloses that “scanning device 118 is capable of reading code 117 from object 115 and customer identifier (CID) 210 from customer card 119” (column 3, lines 59-61, emphasis added). “When the customer checks out client computer 102, the current customer data is received from customer database 134 at local server computer 122, using customer identifier 210 as a key, as will be further described under the description for FIG. 5” (column 4, lines 3-7). “FIG. 5 depicts the flowchart of the process whereby client computer 102 is prepared for use by the customer. Entry is depicted in block 502. In block 504, processing program 110 uses scanning device 118 to *read customer ID 210 from a bar code on customer card 119. Customer card 119, which the customer uses to check out client computer 102, is issued to the customer by the store*” (column 7, lines 60-66, emphasis added).

Accordingly, *Cragun is not* disclosing that the customer identifier (CID) 210 is the recited UCC item identifier. Rather, *Cragun* is limited to disclosing that the customer identifier (CID) 210 is on a customer card 119. Therefore, the *Cragun* customer identifier (CID) 210 is not expressly disclosed as the recited UCC company identifier.

Additionally, the Office Action incorrectly alleges that *Cragun* discloses a “UCC item identifier constructed as at least a ‘www’ followed by at least ... an item identifier (CID)” (emphasis

added). As noted above, *Cragun* discloses that the “CID” is a “customer identifier (CID) 210.” Accordingly, the basis of the rejection is flawed because the rejection relies on the incorrect assertion that the disclosed “CID” is an “item identifier.” Therefore, this error alone is sufficient to render the rejection improper.

Summarizing, *Cragun* does not disclose, teach, or suggest “constructing a uniform resource locator (URL) from the received bar code information, wherein at least a portion of *the URL comprises the UCC company identifier and the UCC item identifier* constructed as at least a ‘www’ followed by at least the UCC company identifier and the UCC item identifier,” as recited in claim 35 (emphasis added). The Examiner is respectfully referred to *Cragun* Figure 3, shown below, which illustrates three exemplary UPC codes (the illustrated column corresponding to reference numeral 310) and related URL Information (the illustrated column corresponding to reference numeral 325).

UPC	Product Name	Unit Price	URL Information	...
12345-67890	Yummy Chicken Soup	\$0.65	http://yummy.corp.com/??LANGUAGE??	...
23456-78901	Sweet Powdered Sugar	\$2.09	ZH04125D6F/LGQK	...
34567-89012	Peanut Butter	\$3.79	http://peanut.food.com/??CID??&??SID??&??SIP??	...
:	:	:	:	:

The illustrated URL information “http://yummy.corp.com/??LANGUAGE??” does not include the recited UCC company identifier (e.g.: 12345) or the UCC item identifier (e.g.: 67890), as alleged by the Office Action. The illustrated URL information “%h04125D6F/LGQK” does not include the recited UCC company identifier or the UCC item identifier. The illustrated URL information “http://peanut.food.com/??CID??&??SID?? &??SIP??”¹ does not include the recited UCC company identifier or the UCC item identifier, as alleged by the Office Action. Therefore, the Office Action

¹ Of additional note, neither “??SID??” or “??SIP??” are disclosed in the *Cragun* Specification. Therefore, to infer the meaning of these terms in the absence of any express disclosure in *Cragun* would be improper. Official notice of facts not in the record, which is not made in the present Office Action, would be required to properly infer any meaning for the terms “??SID??” or “??SIP??”.

allegation that *Cragun* discloses the above-recited features of claim 35 is not proper. Accordingly, claim 35 is not anticipated by *Cragun* for at least this reason alone, and the rejection should be withdrawn.

b. Dependent Claim 36

Because independent claim 35 is allowable over the cited art of record, dependent claim 36 (which depends from independent claim 35) is allowable as a matter of law for at least the reason that the dependent claim 36 contains all features/elements of independent claim 35. See, e.g., *In re Fine*, 837 F.2d 1071 (Fed. Cir. 1988). Accordingly, the rejection to claim 36 should be withdrawn for at least this reason alone.

Furthermore, *Cragun* does not disclose, teach, or suggest the feature of “appending the UCC company identifier to ‘www.’ to construct the ‘www.UCC company identifier’ portion of the URL” and “appending the UCC item identifier to ‘/’ to construct the ‘/UCC item identifier’ portion of the URL” as recited in claim 36.

The Office Action at paragraph 6 alleges *Cragun* teaches that “constructing the URL from the bar code comprises: appending the company identifier to www. [see fig. 2, *http://www/language=Spanish&CNAME*] to construct the www.company identifier portion” (emphasis added) of the URL. *Cragun* does not disclose that the phrase “www/language= Spanish&CNAME” is a UCC company identifier.

Rather, *Cragun* discloses “an example of expanded form URL 230 that has embedded query fields is illustrated in FIG. 2. Processing program 110 fills in expanded form 230 with data to create data-filled form 240. As shown in the example, the ??LANGUAGE?? keyword has been replaced with the field identifier and field value “LANGUAGE=Spanish”. The field values come from customer data record 108, which was loaded to client computer 102 when the customer first checked it out” (column 6, lines 45-52). Clearly, *Cragun* does not disclose that the phrase “language= Spanish&CNAME” is a UCC company identifier. Accordingly, claim 36 is not anticipated by *Cragun*, and the rejection should be withdrawn for at least this reason alone.

Additionally, the Office Action at paragraph 6 alleges *Cragun* teaches that “constructing the URL from the bar code comprises: ... appending *the item identifier* to ‘/’ to construct the ‘/item identifier’ portion of the URL [*http://peanut.food.com/??CID??&??SID?? &??SIP??*, col. 7, lines 27-

47]” (emphasis added). *Cragun* does not disclose that the phrase “//peanut.food.com/??CID??&??SID??&??SIP??” is a UCC item identifier. Accordingly, claim 36 is not anticipated by *Cragun*, and the rejection should be withdrawn for at least this reason alone.

c. Dependent Claim 37

Because independent claim 35 is allowable over the cited art of record, dependent claim 37 (which depends from independent claim 35) is allowable as a matter of law for at least the reason that the dependent claim 37 contains all features/elements of independent claim 35. Accordingly, the rejection to claim 37 should be withdrawn for at least this reason alone.

Furthermore, *Cragun* does not disclose, teach, or suggest the feature of constructing the URL from the bar code by “prepending ‘www.’ to the UCC company identifier to construct the www.‘UCC company identifier’ portion of the URL” and by “prepending ‘/’ to the UCC item identifier to construct the /‘UCC item identifier’ portion of the URL” as recited in claim 37 (emphasis added).

The Office Action at paragraph 7 alleges *Cragun* teaches that “constructing the URL from the bar code comprises: prepending ‘www.’ to the *company identifier* to construct the www.‘company identifier’ [see *Cragun* col. 3, lines 58-61, *customer ID*]” (emphasis added). The recited UCC company identifier *is not* the same as, or in any way equivalent to, the customer ID as alleged by the Office Action.

Furthermore, *Cragun* does not disclose any type of “prepending” of “www” as recited in claim 37. Also, *Cragun* does not disclose any type of “prepending” of “/” as recited in claim 37.

Cragun discloses that “FIG. 3 shows a data structure that depicts an example of product database 136 at local server 122. Product database 136 is referenced when scanned code 117 represents a Universal Product Coding (UPC) symbol rather than a URL string or an abbreviated URL string, as shown in blocks 608-614 in FIG. 6. A UPC symbol is a way of encoding data using bar codes. Product database 136 is keyed on UPC number and contains a variety of information including product name 315, unit price 320, and URL information 325, which can be used to provide information about the product. URL information 325 can either be in abbreviated form 220 or expanded form 230, as explained above under the description for FIG. 2. Product database 136 can also contain a variety of other information (not shown) such as the aisle or room location where object 115 is located. Some of the information in

product database 136 is specific to the particular store where the customer is located, such as unit price 320, while other information in product database 136 could be common to multiple stores in a chain” (column 7, lines 27-47). The above portion of *Cragun* does not disclose any type of “prepending” as recited in claim 37.

The Office Action directs the Applicants to *Cragun* at column 3, lines 58-61, which discloses that “scanning device 118 is capable of reading code 117 from object 115 and customer identifier (CID) 210 from customer card 119.” Nowhere in the cited portion of *Cragun* is there any disclosure of “**prepending** ‘www.’ to the UCC company identifier to construct the www.‘UCC company identifier’ portion of the URL” or “**prepending** ‘/’ to the UCC item identifier to construct the /‘UCC item identifier’ portion of the URL” as recited in claim 37 (emphasis added). Accordingly, claim 37 is not anticipated by *Cragun*. Accordingly, the rejection should be withdrawn for at least this reason alone.

d. Claims 38-47

Because independent claim 35 is allowable over the cited art of record, dependent claims 38-47 (which depend from independent claim 35) are allowable as a matter of law for at least the reason that the dependent claims 38-47 contain all features/elements of independent claim 35. Accordingly, the rejection to these claims should be withdrawn.

Furthermore, with respect to claim 46, the Office Action alleges *Cragun* discloses that receiving “the bar code information comprises: receiving EAN bar code information [see *Cragun*, fig. 2].” Claim 46 recites the feature of “receiving European Article Numbering (EAN) bar code information” (emphasis added). The *Cragun* Detailed Description and Figure 2 do not disclose any information whatsoever regarding any type of European Article Numbering (EAN). Accordingly, claim 46 is not anticipated by *Cragun* for at least this reason alone, and the rejection should be withdrawn.

With respect to claim 47, the Office Action alleges that receiving “the bar code information comprises: receiving JAN bar code information [see *Cragun*, fig. 3].” Claim 46 recites the feature of “receiving Japanese Article Numbering (JAN) bar code information” (emphasis added). The *Cragun* Detailed Description and Figure 3 do not disclose any information whatsoever regarding any type of European Article Numbering (JAN). Accordingly, claim 47 is not anticipated by *Cragun* for at least this reason alone, and the rejection should be withdrawn.

e. Independent Claim 48 and Dependent Claim 49

With respect to independent claim 48, the Office Action alleges that *Cragun* discloses that “the URL of the manufacturer site uses a Uniform Code Council (UCC) company identifier as the domain ... see *Cragun*, [http://peanut.food.com/??CID?? &??SID??&??SIP??](http://peanut.food.com/??CID??&??SID??&??SIP??), col. 7, lines 27-47].” Claim 48 recites the feature of “receiving a uniform resource locator (URL) call to access a manufacturer site that includes information pertaining to an item of interest, wherein the URL of the manufacturer site uses a Uniform Code Council (UCC) company identifier as the domain and uses an item identifier to identify the item of interest” (emphasis added).

The disclosed “peanut.food.com” is not a URL of the manufacturer site that uses a UCC company identifier as the domain, as recited in claim 48. The Office Action directs the Applicants to *Cragun* at column 7, lines 27-47, repeated below:

FIG. 3 shows a data structure that depicts an example of product database 136 at local server 122. Product database 136 is referenced when scanned code 117 represents a Universal Product Coding (UPC) symbol rather than a URL string or an abbreviated URL string, as shown in blocks 608 -614 in FIG. 6. A UPC symbol is a way of encoding data using bar codes.

Product database 136 is keyed on UPC number and contains a variety of information including product name 315, unit price 320, and URL information 325, which can be used to provide information about the product. URL information 325 can either be in abbreviated form 220 or expanded form 230, as explained above under the description for FIG. 2. Product database 136 can also contain a variety of other information (not shown) such as the aisle or room location where object 115 is located. Some of the information in product database 136 is specific to the particular store where the customer is located, such as unit price 320, while other information in product database 136 could be common to multiple stores in a chain.

The disclosed abbreviated form 220 and expanded form 230 are illustrated in *Cragun* Figure 2. The abbreviated form 220 (“%H1A2B3C4D/LNQ”) is not a UCC company identifier used as a domain. The expanded form 230 (“[http://26.43.60.77/??LANGUAGE?? CNAME??&??CAGE??](http://26.43.60.77/??LANGUAGE??CNAME??&??CAGE??)”) is not a UCC company identifier used as a domain. That is, *Cragun* does not disclose any information whatsoever regarding a URL of a manufacturer site which uses a UCC company identifier as the domain. Accordingly, claim 48 is not anticipated by *Cragun*, and the rejection should be withdrawn for at least this reason alone.

Because independent claim 48 is allowable over the cited art of record, dependent claim 49 (which depends from independent claim 48) is allowable as a matter of law for at least the reason that the dependent claim 48 contains all features/elements of independent claim 49. Accordingly, the rejection to claim 49 should be withdrawn for at least this reason alone.

Furthermore, claim 49 recites the “method of claim 48 wherein the URL corresponds to a bar code with a UCC company identifier” (emphasis added). The Office Action alleges that the recited feature of claim 49 is disclosed in *Cragun* at column 7, lines 15-67. However, nowhere is this feature disclosed in *Cragun*. *Cragun* does disclose that “FIG. 3 shows a data structure that depicts an example of product database 136 at local server 122. Product database 136 is referenced when scanned code 117 represents a Universal Product Coding (UPC) symbol rather than a URL string or an abbreviated URL string” (column 7, lines 27-33, emphasis added). Clearly, *Cragun* discloses that the UPC symbol is different from (see the above-emphasized phrase “rather than”) the illustrated URL string or abbreviated URL string.

f. Independent Claim 50

Independent claim 50 is allowable for at least the reason that *Cragun* does not disclose, teach, or suggest “constructing a uniform resource locator (URL) with the UCC company identifier therein,” as recited in claim 50.

The Office Action alleges that *Cragun* discloses “determining the UCC company identifier from the bar code information (see fig. 3 of *Cragun* UPC convert to http//peanut.food. com/).” However, “peanut.food. com” is not a UCC company identifier as alleged. Accordingly, claim 50 is not anticipated by *Cragun*. Accordingly, the rejection should be withdrawn for at least this reason alone.

g. Claims 51-56

Because independent claim 50 is allowable over the cited art of record, dependent claims 51-56 (which depend from independent claim 50) are allowable as a matter of law for at least the reason that the dependent claims 51-56 contain all features/elements of independent claim 50. Accordingly, the rejection to these claims should be withdrawn.

Furthermore, claim 51 recites that “the *UCC company identifier* in the constructed URL is a domain name of a web site” (emphasis added). The Office Action alleges that this feature is disclosed in *Cragun* Figure 3. However, *Cragun* Figure 3 only illustrates UPC 310, product name 315, unit price 320, and URL information 325 (and provides three examples of the above items). Figure 3 does not disclose the *UCC company identifier* in the constructed domain name. Accordingly, claim 51 is not anticipated by *Cragun*, and the rejection should be withdrawn for at least this reason alone.

Claim 52 recites “wherein the *UCC company identifier* in the constructed URL identifies a web site of a company associated with the UCC company identifier” (emphasis added). The Office Action alleges that this feature is disclosed in *Cragun* Figure 3. However, *Cragun* Figure 3 only illustrates UPC 310, product name 315, unit price 320, and URL information 325 (and provides three examples of the above items). Figure 3 does not disclose any type of UCC company identifier in a constructed URL. Accordingly, claim 52 is not anticipated by *Cragun*, and the rejection should be withdrawn for at least this reason alone.

Claim 53 recites “wherein the *UCC company identifier* in the constructed URL identifies a web site of a company associated with the UCC company identifier” (emphasis added). The Office Action alleges that this feature is disclosed in *Cragun* Figure 3. However, *Cragun* Figure 3 only illustrates UPC 310, product name 315, unit price 320, and URL information 325 (and provides three examples of the above items). Figure 3 does not disclose any type of UCC company identifier in a constructed URL. Accordingly, claim 53 is not anticipated by *Cragun*, and the rejection should be withdrawn for at least this reason alone.

5. Rejections Under 35 U.S.C. § 103(a)

In the Office Action, at paragraph 27, claims 18 and 31-34 stand rejected under 35 U.S.C. § 103(a) as allegedly unpatentable over *Cragun* in view of *Nerlikar* (U.S. Patent 5,629,981), hereinafter *Nerlikar*. It is well-established at law that, for a proper rejection of a claim under 35 U.S.C. § 103 as being obvious based upon a combination of references, the cited combination of references must disclose, teach, or suggest, either implicitly or explicitly, all elements and/or features of the claim at issue. See, e.g., *In Re Dow Chemical*, 5 U.S.P.Q.2d 1529, 1531 (Fed. Cir. 1988), and *In re Keller*, 208 U.S.P.Q. 871, 881 (C.C.P.A. 1981).

a. Independent Claim 18

Independent claim 18 is allowable for at least the reason that the proposed combination of *Cragun* in view of *Nerlikar* does not disclose, teach, or suggest “constructing a uniform resource locator (URL) from the data read from the RF tag corresponding to the bar code, wherein a portion of said URL comprises the UCC company identifier ... wherein said ‘company identifier’ *comprises a number assigned by the UCC,*” as recited in claim 18 (emphasis added).

Cragun does not disclose the recited URL wherein the ‘company identifier’ comprises a number assigned by the UCC. *Nerlikar* does not disclose the recited URL wherein the ‘company identifier’ comprises a number assigned by the UCC. The failure of both *Cragun* and *Nerlikar* to disclose a URL wherein the ‘company identifier’ comprises a number assigned by the UCC is described in detail below.

Cragun discloses a system where “the client computer scans the object of interest and translates the code into a URL (Uniform Resource Locator) that specifies both a server computer and the location within the server of information that is relevant to the object” (Abstract and column 2, lines 48-54). *Cragun* further discloses that the “URL is represented in three possible forms: abbreviated form 220, expanded form 230, or data-filled form 240. Either abbreviated form 220 or expanded form 230 could be encoded on object 115, depending on the space available in code 117” (column 5, line 66, to column 6, line 3).

With respect to the abbreviated form 220, *Cragun* discloses that:

A modal character (percent sign ‘%’ in the preferred embodiment) indicates that the following information is abbreviated by tokens. In the example of FIG. 2, the ‘H’ is an abbreviation for ‘http://’, the first eight hexadecimal digits *are converted by processing program 110* to a 32-bit number which represents the Internet Protocol (IP) Address, the ‘/’ is the slash literal, the letter ‘L’ represents a query about the preferred language of the customer, the letter ‘N’ represents a query about the customer’s name, and the letter ‘Q’ represents a query about the customer’s age. A list of the abbreviations used in the preferred embodiment for abbreviated form 220 and *their mapping by processing program 110 to expanded form 230* are further described in FIG. 4. (Column 5, lines 8-20, emphasis added.)

The above-described exemplary abbreviated form 220 is illustrated with a textual string of “%H1A2B3C4D/LNQ” in Figure 2. Clearly, *Cragun* does not disclose that the abbreviated form 220 has the recited URL wherein the ‘company identifier’ comprises a number assigned by the UCC.

With respect to the expanded form 230, *Cragun* discloses that: “if expanded form 230 does not have query fields, then expanded form 230 is in the standard URL format” (column 6, lines 39-41). As illustrated in Figure 2, the IP address “26.43.60.77” is part of the URL used by the expanded form 230. However, the expanded form 230 described above and illustrated in Figure 2 does not have the recited URL wherein the ‘company identifier’ comprises a number assigned by the UCC.

With respect to the data-filled form 240, *Cragun* discloses that “program 110 fills in expanded form 230 with data to create data-filled form 240” (column 6, lines 47-48). As illustrated in Figure 2, the IP address “26.43.60.77” is also part of the URL used by the data-filled form 240. However, the data-filled form 240 described above and illustrated in Figure 2 does not have the recited URL wherein the ‘company identifier’ comprises a number assigned by the UCC.

Cragun does disclose the use of a domain name, which is illustrated as “yummy.corp.com” or as “peanut.food.com” in Figure 3. However, the domain names “yummy.corp.com” or “peanut.food.com” are not the same as a domain name in the URL wherein the ‘company identifier’ comprises a number assigned by the UCC.

Accordingly, *Cragun* does not disclose “constructing a uniform resource locator (URL) from the data read from the RF tag corresponding to the bar code, wherein a portion of said URL comprises the UCC company identifier ... wherein said ‘company identifier’ comprises a number assigned by the UCC,” as recited in claim 18. Thus, *Cragun* fails to disclose, teach or suggest the above-recited feature of claim 18.

Nerlikar also fails to disclose, teach, or suggest “constructing a uniform resource locator (URL) from the data read from the RF tag corresponding to the bar code, wherein a portion of said URL comprises the UCC company identifier ... wherein said ‘company identifier’ comprises a number assigned by the UCC,” as recited in claim 18. Thus, *Nerlikar* fails to disclose, teach, or suggest every element of the Applicants’ claimed invention.

Accordingly, the proposed combination of *Cragun* in view of *Nerlikar* does not disclose at least the above-recited limitations of claim 18 because *Nerlikar* does not provide sufficient disclosure to cure the deficiencies in *Cragun*. Therefore, a *prima facie* case establishing an obviousness rejection by *Cragun* in view of *Nerlikar* has not been made. Thus, claim 18 is not obvious under proposed

combination of *Cragun* in view of *Nerlikar* and the rejection should be withdrawn for at least this reason alone.

b. Dependent Claims 31-34

Because independent claim 18 is allowable over the cited art of record, dependent claims 31-34 (which depend from independent claim 18) are allowable as a matter of law for at least the reason that the dependent claims 31-34 contain all features/elements of independent claim 18. See, e.g., *In re Fine*, 837 F.2d 1071 (Fed. Cir. 1988). Accordingly, the rejection to these claims should be withdrawn.

Furthermore, with respect to claim 33, the Office Action alleges that the proposed combination of *Cragun* in view of *Nerlikar* discloses receiving “the bar code information comprises: receiving EAN bar code information [see *Cragun*, fig. 2].” Claim 33 recites that “the barcode corresponds to a European Article Numbering (EAN) symbol” (emphasis added). *Cragun* Figure 2 does not disclose any information whatsoever regarding any type of European Article Numbering (EAN). Further, the *Cragun* Detailed Description fails to disclose any type of European Article Numbering (EAN). *Nerlikar* also fails to disclose, teach, or suggest any type of “European Article Numbering (EAN),” as recited in claim 33. Therefore, a *prima facie* case establishing an obviousness rejection by *Cragun* in view of *Nerlikar* has not been made. Thus, claim 33 is not obvious under proposed combination of *Cragun* in view of *Nerlikar* and the rejection should be withdrawn for at least this reason alone.

Furthermore, with respect to claim 34, the Office Action alleges that the proposed combination of *Cragun* in view of *Nerlikar* discloses receiving “the bar code information comprises: receiving EAN bar code information [see *Cragun*, fig. 2].” Claim 34 recites that “the barcode corresponds to a Japanese Article Numbering (JAN) symbol” (emphasis added). *Cragun* Figure 2 does not disclose any information whatsoever regarding any type of Japanese Article Numbering (JAN). Further, the *Cragun* Detailed Description fails to disclose any type of Japanese Article Numbering (JAN). *Nerlikar* also fails to disclose, teach, or suggest any type of “Japanese Article Numbering (JAN),” as recited in claim 34. Therefore, a *prima facie* case establishing an obviousness rejection by *Cragun* in view of *Nerlikar* has not been made. Thus, claim 34 is not obvious under proposed

combination of *Cragun* in view of *Nerlikar* and the rejection should be withdrawn for at least this reason alone.

6. *Cragun* Database

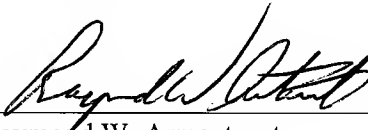
Cragun discloses “creating a uniform resource locator (URL) from said scanned encoded data” (claim 1), wherein “said creating step further comprises using said scanned encoded data as a key into a database located in said second server, wherein said database contains said URL” (claim 5). More particularly, *Cragun* discloses that the “product database 136 ... contains a variety of information including product name 315, unit price 320, and URL information 325” (column 7, lines 34-36), and that “if code 117 is a standard UPC symbol, processing program 110 requests URL information 325 stored in product database 136 from local server computer 122 using UPC as an index into product database 136, as shown in block 610” (column 8, lines 23-27).

If *Cragun* must retrieve the URL from a database, it is abundantly clear that *Cragun is not* constructing the URL from either the UCC company identifier or the UCC item identifier, as recited in the pending claims. Thus, *Cragun* does not disclose the above-recited features of the pending claims 18 and 31-56.

7. Conclusion

In light of the above amendments and remarks, all rejections have been traversed, rendered moot, and/or accommodated. Accordingly, pending claims 18 and 31-56 are allowable.

Respectfully submitted,
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